



WPTV

ORDER

Print Date 09/18/12

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Flight Dates **09/20/12-09/24/12**

Contract / Revision **311359 /**

Original Date / Revision
09/18/12 09/18/12

Advertiser **House Majority PAC**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

79-House Majority PAC

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1804**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	34	\$39,950.00	\$47,000.00	0.00
Totals	34	\$39,950.00	\$47,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/24/12	34	\$39,950.00	\$47,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	09/20/12	09/24/12	M-F 430-5a M-F 430-5a	CM	430-5a	M - TF - -	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	M - TF - -			3		\$250.00		0.00				
N 2	WPTV	09/20/12	09/24/12	M-F 5-6a M-F 5-6a	CM	5-6a	M - TF - -	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	M - TF - -			3		\$750.00		0.00				
N 3	WPTV	09/20/12	09/24/12	M-F 7-9a M-F 7-9a	CM	7-9a	M - TF - -	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00



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Contract / Revision **311359** Flight Dates **09/20/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:20:00

Advertiser **House Majority PAC**

Product **79-House Majority PAC**

Estimate # **1804**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	09/20/12	09/24/12	M-F 7-9a M-F 7-9a	CM	7-9a	M--TF--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M--TF--					2	\$3,000.00		0.00			
N 4	WPTV	09/23/12	09/23/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-----S					1	\$1,500.00		0.00			
N 5	WPTV	09/20/12	09/24/12	M-F 9-10a M-F 9-10a	CM	9-10a	M--TF--	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M--TF--					2	\$950.00		0.00			
N 6	WPTV	09/20/12	09/24/12	M-F 11-12n M-F 11-12n	CM	11a-12p	M--TF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M--TF--					2	\$450.00		0.00			
N 7	WPTV	09/20/12	09/24/12	M-F 2-3p M-F 2-3p	CM	2-3p	M--TF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M--TF--					2	\$350.00		0.00			
N 8	WPTV	09/20/12	09/24/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	M--TF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M--TF--					2	\$850.00		0.00			
N 9	WPTV	09/20/12	09/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	M--TF--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M--TF--					2	\$2,000.00		0.00			
N 10	WPTV	09/20/12	09/24/12	M-F 530-6p M-F 530-6p	CM	530-6p	M--TF--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M--TF--					2	\$2,000.00		0.00			
N 11	WPTV	09/20/12	09/24/12	M-F 6-630p M-F 6-630p	CM	6-630p	M--TF--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M--TF--					2	\$3,000.00		0.00			
N 12	WPTV	09/22/12	09/23/12	Sa-Su 6-630p Sa-Su 6-630p	CM	6-630p	-----SS	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-----SS					1	\$1,000.00		0.00			
N 13	WPTV	09/20/12	09/24/12	M-F 7-730p M-F 7-730p	CM	7-730p	M--TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M--TF--					2	\$1,200.00		0.00			
N 14	WPTV	09/20/12	09/24/12	M-F 730-8p M-F 730-8p	CM	730-8p	M--TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M--TF--					2	\$1,200.00		0.00			
N 15	WPTV	09/24/12	09/24/12	NBC Monday Prime The Voice	CM	8-10p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

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Advertiser **House Majority PAC**

Product **79-House Majority PAC**

Estimate # **1804**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	09/24/12	09/24/12	NBC Monday Prime The Voice	CM	8-10p (8:00 PM-10:00 PM)	M- - - - -	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M- - - - -					1	\$4,000.00		0.00			
N 16	WPTV	09/20/12	09/24/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M- - TF- -	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M- - TF- -					2	\$2,000.00		0.00			
N 17	WPTV	09/22/12	09/22/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	- - - - - S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	- - - - - S-					1	\$2,000.00		0.00			
N 18	WPTV	09/20/12	09/24/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	M- - TF- -	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	M- - TF- -					2	\$750.00		0.00			
Totals														34	\$47,000.00